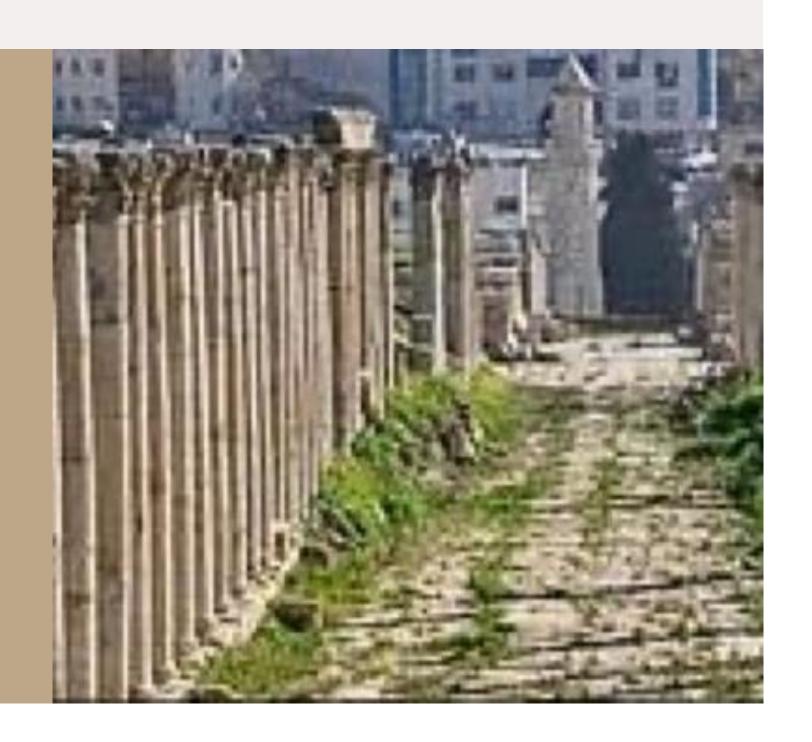
DESTINATION MARKETING AND DEVELOPMENT SPECIALIST



Personal Profile

With over 17 years of experience working as a Destination Marketing and Product Development Specialist hovering between Jordan's Ministry of Tourism and Antiquities, Jordan Tourism Board (JTB), and Sharjah Commerce and Tourism Development Authority (SCTDA) while handling \$100 million budgets, I built strong stakeholder relationships that enabled me to contribute to increasing tourist numbers through developing concept destination marketing and management strategies, such as; the Jordan National Tourism Strategy 2011-2015. 2021-2025, where the focus was on developing and promoting Sustainable, Community, Medical, wellness, and Adventure Tourism.

Employment Background



Employment Background



ASSISTANT MANAGEING DIRECTOR

JORDAN TOURISM BOARD

(2019 - PRESENT)

AMMAN - JORDAN



DIRECTOR OF DESTINATION
DEVELOPMENT AND
PROMOTION DIRECTORATE

SHARJAH COMMERCE AND TOURISM DEVELOPMENT AUTHORITY

(2017 - 2019)

SHARJAH - UAE

Employment Background



DIRECTOR OF THE JORDAN
TOURISM BOARD REGIONAL
OFFICE IN THE GCC

JORDAN TOURISM BOARD

(2015 - 2017)

DUBAI - UAE



DIRECTOR OF MARKETING

JORDAN TOURISM BOARD

(2013-2015)

AMMAN - JORDAN

Employment Background

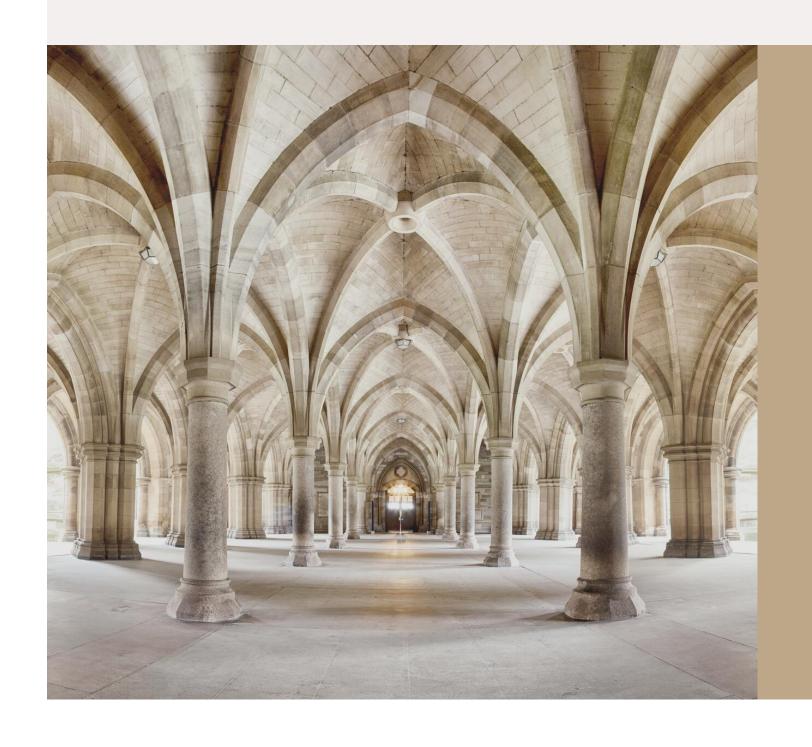


ACTING DIRECTOR OF STRATEGIC PLANNING AND THE GENERAL COORDINATOR OF THE NATIONAL TOURISM STRATEGY

MINISTRY OF TOURISM & ANTIQUITIES

(2010 - 2013)

AMMAN - JORDAN



Education Profile

Education Profile



HERIOT-WATT UNIVERISTY

MASTERS BUSINESS
ADMINISTRATION (MBA)

2010

EDINBRUGH - UK



UNIVERSITY OF JORDAN

BACHELOR DEGREE IN
BUSINESS
ADMINISTRATION

2004

AMMAN-JORDAN

Areas of Expertise

Yazan Alkhadiri



Destination
marketing and
product
development



Tourism Strategy
Development and
Goals setting



Market research



Financial and
Commercial
understanding,
cash flow, P&L
and Budgets



Stakeholder
relationship
building, customer
care and
customer relation
management

KEY INTERPERSONAL SKILLS

- Financial Analysis, Budgeting and Public Budget spending monitoring
- Advanced Communication skills written and verbal in both Arabic and English inclusive of Public Speaking and Presentation
- Motivation and Leadership of team and individual team members;
 Team Building, Mentoring, Delegating, Training, and developing others
- Planning, prioritizing, and organizing tasks and activities, time management, self, and team
- Decision Making, Problem Solving
- Project Management
- Crisis Management
- Effective use of IT, communication, planning, and reporting systems

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